GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:74
ANSWERED ON:15.07.2002
BEACH AND GARDEN TOURISM
PUSHPDAN SHAMBHUDAN GADHAVI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the Government have any proposal to promote `beach tourism` and `garden tourism` abroad through their tourism offices located in various countries;

(b) if so, the details thereof;

(c) whether the Government have printed and distributed pamphlets and other promotional materials in this regard; and

(d) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b), (c) & (d): Promotion of various tourism products of India including beaches and gardens in the overseas markets is an on going activity. This exercise is undertaken by the India Tourism Offices through advertising in the print and electronic media, participation in fairs and exhibitions, departmental stores promotions, workshops and seminars, internet advertising, dissemination of information, brochure support, road shows etc.